

JANERO CONSULTANCY GMBH



# AFRICAN BUSINESS ENTREPRENEURSHIP NETWORK



**FINAL REPORT**  
**ON**  
**INVESTING IN AFRICA:**  
**“African-European Business**  
**Forum 2015”**

**5 – 6 June 2015**

**[www.ayf.de](http://www.ayf.de)**

A business and investment forum that takes a focused look at investment opportunities in Africa.

**Wissenschaftszentrum Bonn**  
**Bonn - Germany**

## About the Forum

The forum: **INVESTING IN AFRICA: “African-European Business Forum 2015”**, organized by the **African Business and Entrepreneurship Network, (ABEN)** in collaboration with the **African Youth Foundation** and the **Janero Consultancy GmbH** in Germany, brought together African Diaspora, European Investors from different sectors, African youth academics from different disciplines and African political figures to critically discuss the different ways in which these diverse groups of people could invest in the various sectors of the African economy.

### Day 1:



The forum commenced on 5<sup>th</sup> June 2015 at 18:00p.m. The Moderator, **Dr. Richard Byron-Cox** (*Capacity Building Officer, United Nations Convention to Combat Desertification (UNCCD), Germany; AYF Advisory board*) facilitating the Welcome the guests. He introduced the guests and started the session with the political discussion on “**Doing business in Africa: the keys to (necessary) change**”.

**Hon. Alhaji Garba Gajam**, *Attorney-General and Commissioner for Justice, Zamfara state in Nigeria*, started by thanking Dr. Paulyn Jansen (*CEO of Janero Consultancy*), for her assiduousness and for organizing the forum and encouraged more Africans Diaspora especially the youth to be attending such forums to patronize important issues affecting countries like Ghana and Nigeria as well as finding possible solutions together.



He called for the acceptance and respect of the business partnership between European and African partners, to create equal and fair business partnerships.

He called for strong Leadership in Africa particularly youth leadership and strongly emphasized on leadership that entailed; boldness, honesty, transparency, corruption free, commitment, and visionary among other political institutions. He continued to emphasize the need for Africans to select their partners carefully and made note of the hindrances laid on African countries when we talk about business partnerships with European partners. He cited the willingness of Asian countries especially China, to do business with Africa countries and the ease that business representatives can travel to such countries to transact business as compared to some European countries.

He also urged African nations to take advantage of their nationals and other Diaspora to help develop their countries. He cited examples of India and Singapore, which have set up official authorities to manage and arrange Diaspora investments in both countries.

He concluded by emphasizing on Africa as the next investment destination offering better return than most parts of the world.

**Hon. Kwaku Anane-Gyinde**, *Private Legal Practitioner and Barrister at Law, Ghana and United Kingdom*; focused his opening speech on the issue of African governments



coming up with better laws and policies that would help create conducive business environment. According to him, Public institutions, investors and private companies have been engaged in the creation of business opportunities and diversification of economies in African countries. What was missing which always made investments in some African countries was the lack of functioning rules and business laws in some African countries.

**Christian C. Elemele**, CEO, *Jobec Pan-African Consulting (JPC), United Kingdom*; continued in his speech touching on the connecting of the vices associated with youth unemployment such as terrorism and increased crime and called for immediate



intervention to build the capacity and skills of the youth as a way to address the crisis. He referred to the business and entrepreneurship spirit which makes Asia, especially China, a power to reckon with. He called for an open European partnership with Africa rather than assistance to solve youth issues.

**Dr. Paulyn Jansen** CEO, *Janero Consultancy GmbH, Germany* strongly criticized the idea



that Africa cannot make it on its own. She described Africa as a place of very high profit rates and urged African Diaspora investors to build and invest in their home countries.

According to her, African Diasporas with their experiences in these environments and in Europe were predestined for doing business in both worlds.

She also criticized investors for their selfish claims of seeking security for their investments from African governments but not interested in investing in the infrastructures to develop and build sustainable projects from the very countries these so called investors were profiting from.

Dr. Jansen strongly urged for the realization that Africa has the resources and should not really rely on foreign investment. She discouraged Africans Diaspora to stop looking at Europe as a bag of cash but engage other Africans citing that Nigerian banks are more rich and wealthy than German banks such as the Deutsche Bank, and such, had to seek their investments portfolios from African countries than from European countries which didn't understand African business concepts.

***End of Day 1.***

## Business Dinner

*The day ended with a business dinner where participants had the chance to network and*



*further discuss issues that arose during the course of the forum. A platform connecting African Diaspora business communities, together with European investors, Professionals, Entrepreneurs and students, to highlight Africa's current business trends and policies in business and investments between Europe and Africa.*



## Day 2: 6.06.2015

### 2<sup>nd</sup> session:

### Investing in the future of the Youth – Mind the Gap?

The second day began with a session for the youth. Many young educated professionals are looking for their future career anywhere else apart from Africa. Why weren't there opportunities for educated professionals after all the money invested in their education?

Moderated by **Usman Shehu**, *Editor, Africa Desk, Deutsche Welle, Germany*; the session

discussed how intelligent investments in the best existing African young brains could lead towards progress in both Europe and Africa.

### Panelists for this session were:

- **Francis Brenya Benson**, *Manager, Solutions Business Centre, Germany*
- **Syed Afraz Gillani**, *Coordinator, German-African Entrepreneurship Project, Bonn-Rhein-Sieg University of Applied Sciences, Germany*
- **Kwadwo Oware**, *Senior Analyst, Deutsche Telekom AG, Germany*



The session also highlighted innovations in technology that could help meet this critical goal on contemporary unemployment patterns in Ghana and Nigeria with reference to Germany. Issues such as understanding job creation and unemployment in Africa as in Entrepreneurship, Agriculture and ICTS, Production technologies, Industrial & Manufacturing; and more.....!; Business Media - Understanding and navigating a volatile African business environment were passionately discussed.

## 3<sup>rd</sup> Session

### Presentation

### The New Banking Context

The age of digital banking required a complete rethink of the way banks run their businesses. With the banks and traditional lending institutions under increased regulations, what were the alternative Solutions for Africa's trade and Finances, regulatory changes, technological and business model innovation?

Presented by **Clarence Kpordzro**, *Relationship Manager, Corporate Banking Portfolio, UT Bank of Ghana Ltd., Ghana*; the presentation portrayed Africa's banking Industry and its impact on growth and development.



With a focus on key issues such as; the African and European experience, the discourse was centered on

- Funding solutions for the medium and long-term credits
- Liquidity in alternative currency financing
- Mobile Banking Technology Trends, Smart Banks & Solutions
- Compliance for Banks in the Africa Context

Clarence ended his presentation with an assurance that potential clients were warmly welcome, and that, the UTBank Ghana Ltd. was open to exchange ideas between Ghana and Germany on how best the two countries can partner with each other.

He encouraged African Diaspora investors to participate and do more in Africa with the private sectors, as the African governments couldn't do it alone.

#### 4<sup>th</sup> Session: Africa's Innovation & Industry Growth Agenda

The fourth session addressed the technological, demographic and economic forces which were profoundly transforming industries and markets in areas such as renewable

energy, healthcare, Agriculture, manufacturing and retail. At the same time, concerns over low productivity growth in Africa were increasing, and large companies faced criticisms for maximizing short term gains at the expense of long-term wealth-creation and social benefits.

#### Panelists for this session were:

- **M'Hamed Cherif**, *Director, ACP Business Climate Facility (BizClim), Belgium*
- **Sylvester Eze**, *Asset and Wealth Management Advisor DBBV, Deutsche Vermögensberatung Aktiengesellschaft, Germany*
- **Dieter Grau**, *Former GTAI Sub-Saharan African Expert; Consultant, GrauZone Consulting, Germany, and*
- **Charles Ankamah**, *CEO, SBC Shipping and Forwarding, Germany.*



Moderated by **Dr. Richard Byron Cox**, key issues discussed were the sharing economy to the internet of thing. How businesses could benefit from the global network of resources; the emerging markets and their untapped possibilities in some African countries – The case of Ghana and Nigeria; the exploration of profitability in other areas of investment like energy, health, Agriculture and education; the economic opportunities for educated professionals especially the Diaspora, and opportunities for global partnership.

The moderator urged the audience to go back to the grass root and find out why Africa did not believe in their own industries other than always depending on other nations to build and develop for them.

**5<sup>th</sup> Session:****Presentation  
Renewable Energy for Africa – The case  
for Nigeria**

Presented by **Arek Lis**, *Project Manager, Compact Energy*; whose company produces solar energy panels for African countries, draws his inspiration from his student visits to Angola and Mozambique, where constant electricity is quite a luxury.



In his view, Nigeria was a perfect case of the German government not taking advantage of Nigerians living in Germany and urged the ECOWAS and other institutions, to make use of the Nigerians living in Germany that are specialized in various issues instead of awarding contracts to European companies that lacked the experience and exposure the African Diasporas possessed.

He strongly believed that, the Nigerian government was not capable of solving the energy issues and thus required the help of European companies with sustainable initiatives to help Nigeria out of its crises.

**Final Session:****The way forward**

The final session discussed “**The way forward**”. Moderated by **Dr. Paulyn Jansen**, *CEO of the Janero Consultancy GmbH* in Germany, the **Panelists for this final session were:**

- **Dr. Richard Byron Cox**, *Capacity Building Officer, United Nations Convention to Combat Desertification (UNCCD), Germany*
- **Christian C. Elemele**, *CEO, Jobec Pan-African Consulting (JPC), United Kingdom*
- **Hon. Alhaji Garba Gajam**, *Attorney-General and Commissioner for Justice, Zamfara state, Nigeria*
- **Arek Lis**, *Project Manager, Compact Energy, Germany; and*
- **His Excellency Kalilou Traore**, *Commissioner, Economic Community of West African States (ECOWAS) for Industry and Private Sector Promotion, Nigeria.*

The session’s discourse was centered around; Investing in Ghana and Nigeria; Messages recommendations and suggestions from Representatives; Agreements for the future of African Diaspora and European Investors involvement in African countries; Action plans: The way forward; and Closing remarks

**His Excellency Kalilou Traore** highlighted the growing economy in Nigeria and Ghana

and gave out various untapped markets in these countries such as;

renewable energies, water, transport, and hospitality industries. He also indicated that some of the unsolved problems between some ECOWAS countries were just some few personal immigration issues which didn’t affect the masses. The ECOWAS was also trying its best to get the Diasporas involved in some of their activities. The last of such an event was hold in the US in 2014 and they look forward to further events in Europe too.



**Hon. Alhaji Garba Gajam** commented on the above facts, especially on support schemes such as business and financial opportunities for Germany-based companies, expanding their business activities on the African continent, and supporting measures for joint business initiatives in key sectors like infrastructure, environment and renewable energies. He strongly emphasized on the need for a committed, bold, visionary, honest and transparent leadership as a means to capitalize on Africa's progress. He also expressed the need to utilize educated Youth Diasporas as yet another way to capitalize on Africa's progress.

**Dr. Cox** expressed his admiration of the new diaspora precision, passion and commitment to change things on the continent. He also added that, change occurs only by actions not just talks. He also called for the need for the Diasporas and their governments being solution oriented in tackling the various investment challenges in the continent.

**Christian Elemele** concluded that, not investing in Nigeria for fears of instability caused by groups such as Boko Haram was something of the past. IN his view, should the ECOWS for example, concentrate on getting the Diasporas in Europe together, which would be a great step towards bringing back ideas to some of the African countries, especially Ghana and Nigeria.

**Kwadwo Oware** urged the youth to organize themselves in such a way that they can be regarded as active forces by the

governments. He also called for constant communication between the Diaspora organizations abroad and industries back home so that they can be updated on justice in the continent and emphasized the need for sharing data among various Diaspora organizations and also partnering with other countries. A measure that could be put in place to absorb Diaspora youth that have the desire to help Africa grow.

**Dr. Jansen** used the opportunity to encourage more investment in Ghana and Nigeria. Wrapping up, she called for building up of new business infrastructure through networking so as to facilitate entrepreneurship as African Diasporas formed the bridge between Africa and Western countries. She also recommended the creation of small and medium enterprises by Diasporas that could help employ a number of youth in Africa. She recommended that, investment in Africa should be more than a market. It should be aimed at making the lives of the locals better. She challenged the Diaspora who already had the knowledge of both Africa and Europe to rethink the investment infrastructure in Africa and start building investment bridges.

With nothing more to discuss, **Dr. Jansen** in her capacity as CEO of the Janero Consultancy GmbH, and Executive Director of the African Youth Foundation, gave the vote of thanks, and ended the forum.

*The forum ended with a reception.*

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